



COUNTY OF LOS ANGELES

Public Health

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April 20, 2007

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

**SUBJECT: ADVANCE NOTIFICATION OF INTENT TO ENTER INTO A SOLE SOURCE
CONTRACT NEGOTIATION WITH SMARTZ MOVES, INC.**

This memo is to comply with the Chief Administrative Officer's September 1999 letter regarding contracting policy requirements for sole source contracts. It is the Department of Public Health's (DPH) recommend to enter into a sole source contract negotiation with Smartz Moves, Inc.

Injury and Violence Prevention Program (IVPP) responded to a Request for Proposals from the Office of Traffic Safety (OTS) for grant funding to address the issue of teenage motor vehicles crashes and deaths. IVPP was awarded this grant on January 12, 2007 in the amount of \$1,098,757 of which \$900,176 is requested for a sole source agreement.

It is the intent to request a sole source agreement with Smartz Moves, Inc., in the amount of \$900,176, upon the date of Board approval through September 30, 2008, with an option to extend the term of the agreement an additional 12 months, at no net County cost. The sole source agreement will be funded by the State of California OTS and will implement a teen seat belt education program called "Wear It For Life" over a two (2) year period. This program is geared towards teenagers in middle and high schools, at entertainment venues, and at recreational sites patronized by this age group. A combination of strategies including student education, a journalism component, parent outreach, media events, and promotion of seat belt use will be implemented to increase the number of teens wearing seat belts and to decrease the fatality and injury rate associated with motor vehicle accidents. Smartz Moves, Inc. will perform their contracted activities with oversight by DPH IVPP.

If you have any questions or require additional information, please let me know.

JEF:er
Assignment No. 00091

c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors